

COMPUTER FAIRE

ISSUE 81/7 JULY 1981

333 Swett Road / Woodside CA 94062

the FAIRE WORD

DATES

Business Computing '81
Masonic Auditorium
San Francisco
September 23-24, 1981

**Silicon Gulch Games Faire
& AppleFest**
San Jose Convention Center
San Jose, California
November 21-22, 1981

7th West Coast Computer Faire
Civic Auditorium & Brooks Hall
San Francisco
March 19-21, 1982

COLOR ADVERTISING NOW IN PHONE BOOK YELLOW PAGES

by LJ McLean

Picture it — a full-page, four-color advertisement for your company in a medium that has a one-year use period, and is used by the majority of adults on a weekly basis. An ad that is constantly available in the home or place of business and offers complete coverage in your surrounding geographic area.

Picture it, because it is available now in "Color Pages" located in the yellow pages in several major metropolitan telephone directories.

In late 1980, Directory Networks, a division of Media Networks Inc. (MNI) joined with Ma Bell to create a unique package that utilizes this prime marketing tool.

"According to a survey of 200,000 adults done by Simmons Research Institute in 1980, 18% of those surveyed used the yellow pages to locate something yesterday," said Michael Roth, a Marketing Rep for MNI in San Francisco. "Also, 56% of those surveyed used the yellow pages within the last week, and 87% used them in the past year," he said.

This makes the yellow pages probably the most widely-used consumer shopping guide today.

MNI has contracted with restaurants, airlines, hotels, home improvement dealers, appliance merchandisers and general consumer product vendors for advertising space. "The creative implications for these ads are boundless," Roth said.

Budget Car Rental includes a map of the metropolitan area covered by the directories in which they advertise. A florist in Denver features a "bouquet-of-the-month" in his ad to spark his sales, year-round.

MNI has five directories set to go within the next year — Denver in October, Atlanta in December, Boston and Chicago in January and Manhattan in March. The Denver "Color Pages" are already sold out, and Roth expects the others to follow suit quickly. Twenty additional directories will contain "Color Pages" in 1982, and 50 more are scheduled for closings in 1983.

Roth emphasized that a "Color Page" reaches potential buyers who are actively seeking a specific item, making them prime purchasing candidates.

Rates for a full-page, four-color ad range from \$20,000 to \$34,000, depending on the metropolitan market covered by the directory.

For further information on this innovative merchandising tool, contact the MNI sales office in your area. MNI sales offices are located in most major metropolitan areas. MNI's home office is in New York City at (212)661-4800.

SEARS TO OPEN COMPUTER STORES

It has long been rumored that Sears was going to enter the computer retailing market. We recently got the word from an imminently reliable source that Sears will be opening five "Sears Business Machines" stores, *this Fall*. These retail operations are to be entirely separate from the traditional Sears stores and will focus on computer products.

RCA LIKES THE FAIRE

"We are here [exhibiting in the 6th Faire] because the Faire is the most important consumer show in the industry," said an RCA spokesperson.

Quoted from the front page of Computer Retailing

TAX-FREE BONDS COULD SUBSIDIZE U.S. HIGH-TECH

by Mitch Strucinski

A financial partnership between local government and high technology firms, based on tax-exempt bond issues, has been proposed as one way to help the U.S. meet Japan's emergence as a threat to U.S. leadership in high technology.

Fred M. Greguras, an Omaha consultant, believes that U.S. government subsidies, similar to those provided by the Japanese, are necessary for the survival of American high technology industries.

Greguras proposes that the 97th Congress increase the power of local governments to issue tax-free Industrial Development Bonds (IDBs) — sometimes called Industrial Revenue Bonds.

LIMITS SHOULD BE RAISED

The program already permits a community to issue up to \$10 million on behalf of an industry, unbacked by its full faith and credit.

Greguras proposes Congress raise the limit to \$15 million, and make other changes that would direct more bond-derived revenues into capital assets.

Under present federal law, bond issues can be used to finance development or construction of such high technology resources as computers, satellites, semiconductors, and plants or other physical facilities. These resources can then be leased or sold to private users, or high technology manufacturers.

ORIGINAL PURPOSE CHANGING

Originally designed to give depressed communities a means to attract well-paying jobs, IDBs give developers a chance to borrow money at a lower cost than that available through conventional capital sources.

Since they are tax-free, major investors like to buy IDBs for the tax-free income they provide.

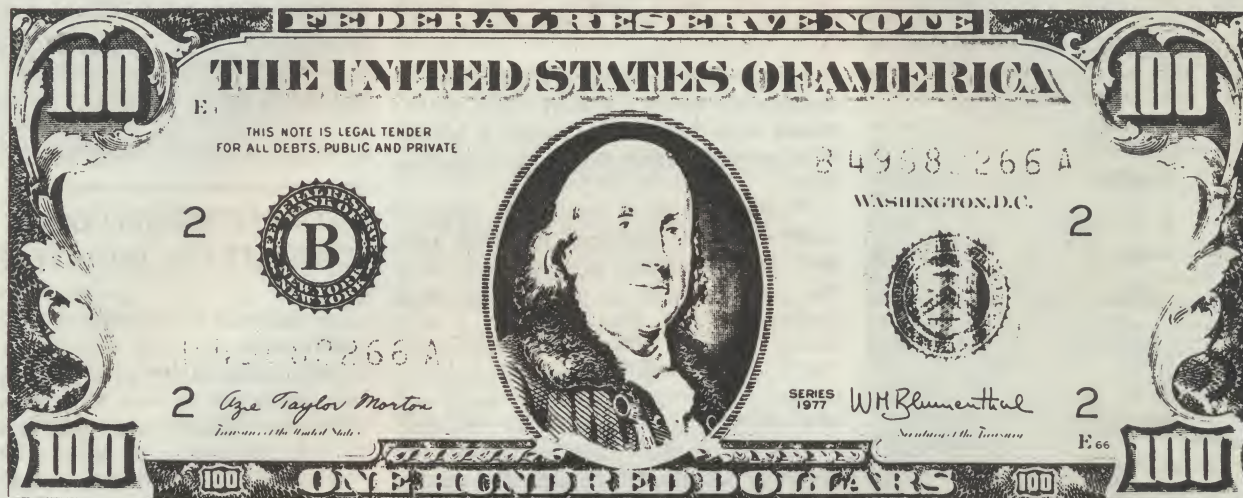
In 1981, taxpayer subsidies of industry through IDBs are expected to reach \$1 billion, and \$2 billion by 1985.

The Congressional Budget Office figures
(continued on back page)

*Tutorials
&
Product Demonstrations*

Business Computing'81

Inexpensive Computing for Business



"Solutions for Your Business Problems"

Over 70 product demonstrations

- *receivables & payables
- *bookkeeping systems
- *payroll packages
- *word processing
- *job estimating
- *electronic mail
- *mailing systems
- *scheduling systems
- *financial forecasting
- *digital telecommunications

Exhibition registration:

\$15 covers both days

*See ALL the Systems,
in one place,
at one time!*

Three-hour, in-depth tutorials

- *Introduction to Business Computing
- *Introduction to Word Processing
- *lecturers are highly qualified,
independent consultants
- *system selection criteria

*tutorial fee: \$85
including*

*show registration
& published notes*

**enrollment limited*

**pre-registration strongly advised*

**call (415)851-7075, 9am-5pm for details*

a show for modern business decision-makers

San Francisco Masonic Auditorium

September 23-24, 1981

Wednesday Thursday
9 am - 7 pm 9 am - 6 pm

produced by Computer Faire, 333 Swett Road, Woodside CA 94062, (415)851-7075

MASSIVE BUSINESS MAGAZINE ADVERTISING FOR BUSINESS COMPUTING '81

Full-page advertisements promoting attendance for the Faire's Business Computing '81 exposition will appear in September issues of *Business Week*, *Dun's Review*, *Nation's Business*, *Newsweek*, *Time*, *U.S. News & World Report*, and *Sports Illustrated*.

These will circulate to approximately 170,000 subscribers in the San Francisco Bay area. This advertising campaign — backed up by a huge direct-mail program, carefully placed radio advertising, extensive publicity through the Faire's well-developed Bay area media connections, and a large distribution of engraved invitations to the decision makers in the area's business community — seems certain to draw an excellent attendance of very high-quality business consumers.

Business Computing '81 is a show for the business end-user, exclusively focusing on business applications of small computers and business-oriented software packages. It will be held September 23-24, 1981, in San Francisco's Masonic Auditorium on top of Nob Hill — well known to the Bay area business community. It is the first such show to be held in northern California; it is likely that virtually every business-oriented computer and software vendor in the Bay area will be exhibiting in this show.

BC '81 will also include several fee tutorials for business people new to business computing and word processing. The lecturers will be independent consultants, specializing in the area they will be presenting.

Per our telephone conversation last week, please add the following names to your list of those to receive copies of the Silicon Gulch Gazette . . . Thanks for the opportunity to receive your excellent publication. —MLS, Milwaukee

EVEN BEFORE PROSPECTUS IS AVAILABLE, BUSINESS COMPUTING '81 DRAWS EXHIBITORS

Based on word-of-mouth rumors and the preliminary story in the recent *Faire Word*, we have already had about a dozen phone requests for exhibitor information — ASAP.

We have sent these eager souls "unpolished" xerographic copies of the essentials of the exhibitor information — floor plan, prices, and basic details. One client has already driven all the way down to our office from San Francisco to hand-deliver his rental check, grabbing off a pair of booths in the best location in the hall. Others seem likely to follow his lead.

The formal Exhibitor's Prospectus is now at the printers and 2000 copies will be available for distribution before this *Faire Word* reaches its readers. As always, exhibit space is offered on a first-come, first-served basis.

SILICON GULCH GAZETTE TO SATURATE CALIFORNIA COMPUTERIZERS

The *Silicon Gulch Gazette* — our tabloid newspaper offers a unique opportunity to be *geographically selective* in your advertising to computer and electronics professionals.

40,000 copies of this issue will be distributed throughout California, using the Computer Faire's extensive regional mailing list of elektronikers and computer folk.

As usual, the *Gazette* will carry a variety of information of interest to computer and electronics professionals and amateurs. A minority of the content will address Faire topics such as the availability of the 6th *Faire Conference Proceedings* and will call for speakers and conference organizers for the 7th Computer Faire, being held in San Francisco next year.

July 31st is the closing date for advertising in the next issue of our *SGG*.

"A fellow Computer Lover shared her copy of Silicon Gulch Gazette with me. Delightful, absolutely delightful was the publication. And brimming over with useful information. Could you put my name on the mailing list for future copies?"

—AMM, San Antonio

COMPUTER CONCERT

The Center for Computer Research in Music and Acoustics (CCRMA) will present an outdoor concert at 8:33 pm on Saturday, July 11th, at 1600 Arastradero Road (between Page Mill and Alpine roads), Portola Valley, California.

Tickets are \$6 for nonreserved admission (\$3 for students and seniors) and are available at the Stanford Tresidder Ticket Office (497-4317) and at the door.

You are advised to bring a blanket.

UPDATE ON BOOTH SALES ...

As of July 1, approximately 52.6% of the booth spaces have been rented for the 7th West Coast Computer Faire, to be held March 19-21, 1982 in the San Francisco Civic Auditorium and Brooks Hall.

For information about the space still available at the 7th Faire, contact Sarah Candelario or Johanna Immerman at (415) 851-7075.

HAS WHITE BLACKED OUT?

Someone from outside the San Francisco Bay area asked us to check out White Computers who have extensive publicity in circulation indicating they are at 1876 Industrial Way, Redwood City CA 94062, (415) 364-7570. It seems the person has been unable to locate them.

We phoned the number and found it disconnected with no forwarding number.

We then dropped by the address ... and found the part of the building that was addressed "1876" locked, vacant, and without any indication of a new address.

FAIRE WORD MORE THAN FAIRE

As you can see from this issue, the *Faire Word* now carries more than merely comments about the Computer Faire's various ventures. We expect to expand that non-Faire content even more. We wish for the *Word* to be useful to the microcomputer industry, as well as useful to us.

[contrary to the query of a friend(?), we do not plan to rename this sophisticated publication the *Fairey Story*.]

THAT'S BIG OF 'EM

We hear that some Sillycon Valley folks without much couth are calling the new 128K memory chips "elephant chips" ... how memorable!

CREATIVE COMPUTING Sez It Ahl

Apparently, Publisher Dave Ahl found a few interesting tidbits at the 6th Computer Faire, last April. He devoted 11 full pages of his July *Creative Computing* to reviewing products, talks, events, interviews, and awards presented at the Faire.

Quoth the Dave: "Every year it gets better ... This year, Brooks Hall [and the San Francisco Civic Auditorium] could barely hold the Faire. Booths were set up in every conceivable location after the two main exhibit halls were filled ... The Faire had something for everyone."

*

CLOSING DATES FOR PUBLICATIONS

publication	closing	circulation	focus/distribution
<i>DataCast</i>	Jul. 17	15,000	CP/M & telecommunications
<i>Faire Word</i>	Jul. 24	9,000	micro industry & dealers
<i>Silicon Gulch Gazette</i>	Jul. 31	40,000	northern Cal computing/electronics

Silicon Gulch Gazette Ad Rates

DISPLAY ADVERTISING RATES

7" wide x 10" high		\$700
9.1" wide x 13" high	(130% of 7"x10")	\$900
7" wide x 5" high		\$400
10" wide x 7.15" high	(143% of ½ mag pg.)	\$700
3.5" wide x 10" high		\$500
4.5" wide x 13" high	(130% of 3½" x 10")	\$650
3.5" wide x 5" high		\$300
5" wide x 7.15" high	(143% of 3½" x 5")	\$400

PLACEMENT: FIRST-COME, FIRST-SERVED

Advertisers desiring particular placement — eg., all of the back page, page 3, lower-right-hand position, etc. — will be accommodated as much as possible, and on only a first-come, first-served basis. There is no extra charge for special placement.

PAYMENT MUST PRECEDE INSERTION

Full payment for an ad insertion **MUST BE RECEIVED BY THE CLOSING DATE** of the desired issue.

DISCOUNTS

Multiple insertions of the same advertisement qualify for discounts.

MECHANICALS

Silicon Gulch Gazette is printed on regular newsprint on a web press. The page image area is 10" wide by 13" high.

Half-tones should be no more than 90 lines/inch.

We are not set up to handle color or bleeds.

We prefer to receive ads as camera-ready positive prints. Alternatively, we can use film negatives (not positives).

OPEN RATE (per column inch)

Less than 4 column inches	\$40.00	WANT ADS \$1.00 per word \$25.00 minimum
4 to less than 10 column inches	\$35.00	
10 to less than 14 column inches	\$30.00	
14 to less than 20 column inches	\$28.00	
20 to less than 30 column inches	\$26.00	
30 to 52 column inches	\$24.00	

NOTE: An *SGG* page (10" x 13") is 52 column inches.

WHERE TO SEND ADS

Send advertising (with payment) in ample time to assure meeting our deadlines.

Please address your copy to:

Silicon Gulch Gazette

333 Swett Road, Woodside CA 94062

NOTE: We do not recommend broker-type express agencies (such as *Federal Express*) for overnight delivery of high-priority packages to our location. Such agencies have taken as long as four days for this purpose.

We definitely recommend *Express U.S. Mail* or *UPS*, both of which are prompt and regular in their deliveries.

RETURNING AD COPY

Include an extra \$10 if you wish to have ad copy or film returned after use, and tape a note to the copy explicitly stating that it is to be returned, giving the return address. (The "Return Fee" is to cover handling hassles, and primarily to suppress the urge to request the return of copy when it isn't really needed.) Copy will not otherwise be returned.

DEADLINES: Production deadlines for *SGG* have been set and are absolute.

Issue	Deadline	Distribution	Copies
<i>SGG</i> #81/8	July 31, 1981	California	40,000
<i>SGG</i> #81/10	Oct. 23, 1981	Nor. California	40,000

Faire Word Rates

The Word

In the past, the *Faire Word* has been exclusively devoted to distributing information about Faire activities and offerings.

This is changing. We now include articles that have no relation to peddling Faire wares.

These are articles regarding the microcomputing industry, marketing techniques, advertising and public relations, etc. — articles of interest to the industry, but inappropriate for our several end-user publications.

Low Costs

Compare and save, and expand your industry exposure at the same time:

Full page (7¼"w x 10"h)	\$200
Half page (3½"w x 10"h	
or 7¼"w x 5"h)	\$125
Third page (2½"w x 10"h)	\$100
Quarter page (3½"w x 5"h)	\$75
2nd color	\$50

Mechanicals

Faire Word is printed on 50 pound Lowell stock on a web press. The maximum page image area is 7¼" wide x 10" high.

Halftones should be no more than 110 lines/inch.

We are not set up to handle bleeds.

A second color is available on the center two pages only.

We prefer to receive ads as camera-ready positive prints, but we can use film negatives (not positives).

We Keep It Clean

If for no other reason than the fact that it is cost-effective for us to do so, we put a major effort into keeping our industry mailing list "clean" and up-to-date. We regularly do "Address Correction Requested" mailings, and have about 1.5 staff members solely assigned to industry list maintenance.

Closing Dates

Our *Faire Word* mailings are tightly scheduled to coincide with our events. As such, there is almost no leeway in these advertising closing dates for our receipt of camera-ready copy.

<i>Faire Word</i> no.81/8	Jul 24
<i>Faire Word</i> no.81/10	Oct 2
<i>Faire Word</i> no.81/12	Dec 4

To Whom

For the Faire's own promotional and marketing purposes, we maintain a list of about 8,500 industry names covering over 7,100 companies. In many cases, we have the names of several key individuals at a company. Here's a breakdown of our list as of June 29, 1981:

Computer/electronics companies	4,934
Computer retailers & dealers	1,774
Periodicals & magazines	112
Advertising/Public Relations firms	146
Bookstores/Periodical Dealers	148
Clubs & Associations	1
Individuals sans companies	0
Total Organizations	7,136

POTENT MAILING LISTS AVAILABLE

For our own purposes, the Faire maintains several significant mailing lists, some of which we make available to the industry for use in direct-mail solicitations. You may obtain label-sets from them for one-time use.

COMPUTER RETAILERS

We distribute SGG's through and wholesale *Proceedings* to computer retailers, nationally. For this, we maintain a list of computer retailers, dealers, and outlets.

(We also maintain a list — separate from this computer retailer's list — of Radio Shack stores in several west coast areas.)

BOOKSTORES & PERIODICALS DEALERS

For distribution of SGG's and *Proceedings*, as well as our forthcoming magazines, we maintain a list of book sellers, bookstores, and periodicals distributors and dealers who are interested in technical publications.

LISTS CLEANED REGULARLY

We find cost-effective — just in terms of postage savings — to do "Address Correction Requested" mailings on our lists, several times each year. We promptly delete obsolete names from our lists (once the USPO deigns to notify us of their obsolescence), and make address corrections as we receive them.

We also regularly perform computer-assisted purges of duplicates, and combine several family names at a single address into a single record in the SGG list.

ON-LABEL MESSAGE OR SOURCE CODE

For a nominal charge, you may specify a 28-character message or mailing code to be printed at the top of each label.

SILICON GULCH GAZETTE LIST

We distribute a tabloid newspaper to the computer and electronics community without cost — the *Silicon Gulch Gazette*. For this, we maintain a list, now exceeding 90,000 names, internationally. The list includes those who registered at our Faires and other microcomputer conventions in the past half decade, folks who ordered copies of our *Conference Proceedings*, customers of several mail-order houses*, people who took the time and effort to write or phone and request Faire attendee information, and a small number of names of VIP's in the computer industry.

* Several mail-order computer vendors who rent our SGG list have allowed us to merge/purge their current customer lists with our SGG list for mutual benefit.

PARTIAL LISTS AVAILABLE

You may order all or part of any list. If you wish labels from only part of a list, you may specify the selection by zip-code ranges and/or by *n*th-name selection. There is a nominal charge for specifying such selections.

SHIPPING & TERMS

Unless special arrangements are made, labels will normally be shipped by U.P.S. prepaid or C.O.D., within five working days of receipt of the order.

We pay the U.P.S. charges on orders that are prepaid — orders for which we have received payment prior to shipping. Consignees will be charged a \$5 C.O.D./shipping/handling fee for C.O.D. orders.

The minimum order is \$100, except for the "Bookstores" list.

6th FAIRE ATTENDEES

Over 45% of the attendees at the recent 6th West Coast Computer Faire completed and turned in the Faire's optional registration form. These names have been entered, duplicates have been deleted, and multiple family names at a single address have been combined into a single record.

This list has been merge/purged into the main SGG list, but is also available separately.

6th Faire exhibitors and currently registered exhibitors for our future shows may obtain this list at discounted rates.

4-UP AND 1-UP OPTIONS

Labels may be ordered "4-up cheshire" (in four columns on plain, 132-column pinfeed paper appropriate for automatic labeling machines), or "1-up pressure-sensitive". We strongly advise against purchasing over 500-1000 labels on pressure-sensitive labels — it is far more cost-effective to have a mailing house affix labels if you are dealing with more than 1000. There is an extra charge for pressure-sensitive labels.

ORDERING INFORMATION

Orders may be placed by phone or correspondence. Orders may be prepaid or C.O.D. For phone orders, call (415) 851-7075.

LIST RENTAL FEES

Label sets in 4-up form on 132-column fan fold paper (appropriate for automatic labeling machines) are available from the following lists:

<u>list</u>	<u>size</u>	<u>as of</u>	<u>cost</u>
<i>Silicon Gulch Gazette</i>	88,830+	6-29-81	\$40/1000
<i>The SGG list includes all 6th Faire registrants.</i>			
6th Faire Registrants	15,000+	6-22-81	\$60/1000
<i>Current and 6th Faire exhibitors may order from the 6th Faire registrants' list at the discounted rate of \$50/1000.</i>			
Retailers	1,696	7-2-81	\$200/all
<i>Upon request, bookstores & news stands will be included in the retail label set, without additional charge.</i>			
Bookstores & news stands	148	7-1-81	\$25/all
Special Fees			
1-up pressure-sensitive		add \$5/1000	
zip-code selection		add \$5/each zip-code range	
<i>n</i> th-name selection		add \$10	
message-line or source-code line		add \$5/1000	
C.O.D. orders		add \$5/1000	
minimum order (except bookstores)		\$100	

(as of 81 Jun 22)

first 3 digits of ZIP	RECORD COUNTS BY SECTIONAL SORTING CENTER ZIP RANGE										total	percent	
	x= 0	1	2	3	4	5	6	7	8	9			
00x	0	0	0	0	0	0	45	24	9	39	116	0.1%	
01x	114	26	46	17	55	84	55	360	234	87	1078	1.2%	
02x	106	524	24	32	13	15	14	73	186	66	1273	1.4%	
03x	124	19	20	19	39	11	3	36	61	3	335	0.4%	
04x	37	24	18	15	29	9	12	15	1	18	178	0.2%	
05x	12	5	4	7	75	0	13	8	6	2	132	0.1%	
06x	160	87	40	73	188	81	51	55	171	51	957	1.1%	
07x	434	55	22	29	156	11	202	253	95	181	1438	1.6%	
08x	270	39	43	23	9	179	55	59	232	20	935	1.1%	
09x	186	117	59	23	29	102	27	28	10	0	501	0.6%	
10x	634	5	1	64	132	224	36	45	11	111	1463	1.6%	
11x	107	58	344	247	99	194	24	496	35	44	1648	1.9%	
12x	55	79	45	67	62	105	68	11	22	25	539	0.6%	
13x	63	27	57	25	57	26	32	64	44	30	465	0.5%	
14x	88	33	160	16	68	83	257	25	107	4	841	0.9%	
15x	57	91	294	24	15	11	50	16	9	16	582	0.7%	
16x	29	32	15	18	13	41	12	9	68	13	250	0.3%	
17x	73	29	9	34	28	27	38	10	16	0	264	0.3%	
18x	116	45	15	8	22	16	17	27	6	91	363	0.4%	
19x	323	366	2	78	186	20	34	72	69	26	1196	1.3%	
20x	336	1	40	52	5	47	44	295	236	121	1177	1.3%	
21x	224	65	270	0	41	16	11	73	14	7	749	0.8%	
22x	281	280	117	136	35	7	9	10	69	953	1.1%		
23x	11	19	96	16	102	60	84	22	25	3	432	0.5%	
24x	66	21	6	4	12	50	3	5	4	1	192	0.2%	
25x	4	5	3	28	2	7	3	14	4	5	61	0.1%	
26x	14	13	9	11	4	38	0	4	3	0	96	0.1%	
27x	12	32	46	10	43	82	97	79	35	9	445	0.5%	
28x	19	25	169	40	23	28	31	46	22	1	344	0.4%	
29x	23	27	56	20	63	20	100	13	19	13	354	0.4%	
30x	178	44	53	289	14	13	20	11	7	34	663	0.7%	
31x	40	0	9	3	13	11	2	29	7	21	135	0.2%	
32x	60	2	74	100	27	115	111	136	127	101	943	1.1%	
33x	164	286	2	128	182	217	146	73	53	46	1297	1.5%	
34x	11	0	0	0	0	0	0	0	0	0	11	0.0%	
35x	23	13	114	0	19	9	32	15	106	12	343	0.4%	
36x	14	29	13	18	5	11	46	4	26	0	166	0.2%	
37x	36	29	94	68	35	0	46	29	70	102	506	0.6%	
38x	8	118	9	22	7	12	25	10	7	4	222	0.2%	
39x	9	19	27	6	16	41	6	28	0	0	151	0.2%	
40x	1	6	133	25	16	78	4	4	2	0	279	0.3%	
41x	43	12	1	2	0	7	0	4	0	0	65	0.1%	
42x	17	19	9	18	5	1	0	5	0	0	74	0.1%	
43x	115	29	243	17	31	26	90	16	7	21	595	0.7%	
44x	161	419	102	86	41	24	55	30	46	21	983	1.1%	
45x	63	31	221	110	243	17	31	29	39	0	783	0.9%	
46x	45	42	187	108	21	66	30	28	63	49	636	0.7%	
47x	3	24	20	45	55	17	12	31	36	116	359	0.4%	
48x	417	481	216	1	47	46	57	23	123	51	1462	1.6%	
49x	159	33	55	25	65	82	26	27	22	34	528	0.6%	
50x	65	39	16	59	16	18	27	15	4	0	259	0.3%	
51x	4	14	4	5	0	14	3	0	0	0	44	0.0%	
52x	24	11	64	15	65	15	10	27	22	1	256	0.3%	
53x	66	117	236	1	32	83	0	152	9	14	732	0.8%	
54x	7	7	11	15	36	6	13	23	13	57	188	0.2%	
55x	81	242	1	137	405	1	1	15	23	82	988	1.1%	
56x	31	6	14	24	7	28	8	4	0	0	122	0.1%	
57x	19	23	3	8	4	5	2	33	0	0	98	0.1%	
58x	7	16	25	10	8	10	3	14	4	0	99	0.1%	
59x	7	18	3	7	18	5	14	41	36	15	165	0.2%	
60x	476	362	64	24	192	207	690	1	0	12	2034	2.3%	
61x	37	54	33	18	26	24	58	42	141	20	453	0.5%	
62x	36	0	64	18	10	27	16	41	18	46	276	0.3%	
63x	136	289	1	34	7	5	9	12	5	1	499	0.6%	
64x	56	156	0	0	7	4	9	4	12	1	249	0.3%	
65x	11	10	73	7	30	5	9	14	32	1	192	0.2%	
66x	51	24	98	0	5	27	25	19	12	3	304	0.3%	
67x	27	13	93	14	32	14	4	3	3	2	225	0.2%	
68x	29	124	1	3	7	65	9	8	14	11	271	0.3%	
69x	3	17	0	9	1	1	1	0	0	0	32	0.0%	
70x	93	99	0	18	13	61	23	13	82	1	408	0.5%	
71x	13	58	37	19	5	0	15	8	4	9	171	0.2%	
72x	29	17	51	6	11	4	7	28	9	13	175	0.2%	
73x	91	138	0	0	9	26	2	23	1	1	251	0.3%	
74x	93	133	2	8	13	4	18	1	12	1	265	0.3%	
75x	434	37	525	0	35	8	27	16	5	18	1108	1.2%	
76x	154	169	41	24	1	31	3	32	4	13	498	0.6%	
77x	696	1	7	53	66	137	26	34	65	11	1056	1.2%	
78x	23	26	193	23	39	40	54	321	7	3	739	0.8%	
79x	23	35	1	10	62	1	21	48	3	84	288	0.3%	
80x	140	108	300	145	52	132	10	3	13	107	1010	1.1%	
81x	29	5	22	5	8	17	13	0	0	0	57	0.1%	
82x	43	1	2	0	5	5	16	3	3	7	86	0.1%	
83x	4	1	26	25	56	5	34	56	38	0	245	0.3%	
84x	121	182	0	42	29	5	63	16	0	0	458	0.5%	
85x	321	0	251	121	1	6	54	261	0	2	997	1.1%	
86x	29	0	0	14	17	3	0	1	0	0	64	0.1%	
87x	17	227	0	4	9	64	2	5	14	2	344	0.4%	
88x	68	11	6	35	1	0	0	0	0	0	123	0.1%	
89x	24	134	2	2	49	90	1	24	2	0	328	0.4%	
90x	1379	1	555	60	213	199	210	263	176	1	3457	3.6%	
91x	232	227	134	932	241	91	141	667	31	2	2698	3.0%	
92x	617	784	72	226	63	120	565	390	173	4	3416	3.8%	
93x	427	185	66	81	285	172	63	129	2	355	1745	2.0%	
94x	4195	2578	9	1454	312	3065	860	1052	181	858	14594	16.4%	
95x	2571	2294	220	286	426	105	577	37	513	238	7267	8.2%	
96x	56	5	47	75	4	28	107	151	268	17	790	0.9%	
97x	290	58	359	251	194	68	34	19	30	3	1386	1.5%	
98x	421	525	177	146	102	88	66	31	26	28	1570	1.8%	
99x	25	35	92	118	1	126	25	54	27	7	500	0.6%	
foreign											Canada	2597	2.9%
foreign											Japan	262	0.3%
foreign											non-Canada & non-Japan	2686	3.0%
											TOTAL	88832	

"COMPUTER CHRONICLES"

T.V. SHOW TO BEGIN

BROADCAST SEPT. 17th

The new, weekly, half-hour television show on microcomputing will begin airing on Thursdays, starting September 17th, over the San Francisco Bay area's KSCM-TV. The station has assigned a nearly ideal time-slot — 7pm-7:30pm — just before the network prime-time. The show will be repeated, late Saturday afternoons, 5:30pm-6pm.

After consideration of a number of alternative titles, the show's originators settled on calling it the "Computer Chronicles".

The show will focus on the personalities, products, business and likely futures of microcomputers and microcomputing. Jim Warren will host the show and has primary responsibility for its content.

Suggestions for interesting products, experts, personalities, and topics are solicited. Send them to Jim Warren, 345 Swett Road, Woodside CA 94062. In the case of products and personalities connected with commercial operations, please write the suggestion; please do not phone.

state	ZIPRange	total	percent
<tsk, tsk -- typo>	000-005	0	0.0%
P.R. & Virgin Is.	006-009	116	0.1%
Massachusetts	018-027	2179	2.5%
Rhode Island	028-029	172	0.2%
New Hampshire	030-038	332	0.4%
Maine	039-045	181	0.2%
Vermont	050-059	132	0.1%
Connecticut	060-069	957	1.1%
New Jersey	070-089	2373	2.7%
Via Port of New York	090-098	501	0.6%
New York	100-149	4956	5.6%
Pennsylvania	150-196	2488	2.8%
Delaware	197-199	167	0.2%
District of Columbia	200-205	481	0.5%
Maryland	206-219	1445	1.6%
Virginia	220-246	1573	1.8%
West Virginia	247-268	187	0.2%
North Carolina	270-289	789	0.9%
South Carolina	290-299	354	0.4%
Georgia	300-319	798	0.9%
Florida	320-339	2240	2.5%
Alabama	350-369	509	0.6%
Tennessee	370-385	685	0.8%
Mississippi	380-397	197	0.2%
Kentucky	400-427	422	0.5%
Ohio	430-458	2361	2.7%
Indiana	460-479	998	1.1%
Michigan	480-499	1990	2.2%
Iowa	500-528	561	0.6%
Wisconsin	530-549	920	1.0%
Minnesota	550-567	1110	1.2%
South Dakota	570-577	98	0.1%
North Dakota	580-588	99	0.1%
Montana	590-599	165	0.2%
Illinois	600-629	2763	3.1%
Missouri	630-658	939	1.1%
Kansas	660-679	509	0.6%
Nebraska	680-693	300	0.3%
Louisiana	700-714	543	0.6%
Arkansas	710-729	211	0.2%
Oklahoma	730-743	576	0.6%
Texas	750-799	3729	4.2%
Colorado	800-816	1107	1.2%
Wyoming	820-831	91	0.1%
Idaho	830-838	240	0.3%
Utah	840-847	458	0.5%
Arizona	850-865	1062	1.2%
New Mexico	870-884	467	0.5%
Nevada	890-898	328	0.4%
California	900-961	33310	37.5%
Via Pacific Ports	962-966	261	0.3%
Hawaii	967-968	419	0.5%
Pacific Islands	969-969	17	0.0%
Oregon	970-979	1306	1.5%
Washington	980-994	1831	2.1%
Alaska	990-999	239	0.3%
Canada		2597	2.9%
Japan		292	0.3%
other foreign countries		2686	3.0%

6th FAIRE REGISTRANT LIST NOW AVAILABLE

A list of prime prospects for computer and electronics sales is now available. It is the list of the folks who took 1-3 days out of their weekend and paid a \$10 registration fee to attend this Spring's 3-day West Coast Computer Faire in San Francisco.

Actually, it's only those attendees who chose the option of registering their names and addresses with us — over 15,000 of 'em. (We continue to be amazed at the large percentage of people — over 45% of the attendees — who take the time, on site, to fill out our optional registration form and questionnaire.)

It has taken the last several months to complete the data entry, zorting (how's zat for a "zip-sorting" mnemonic?), deletion of duplicates, and combining of multiple family names at a single address.

Ordering information and costs are given in the "Potent Mailing Lists Available" article, elsewhere in this issue.

RECORD COUNTS BY STATE			
state	ZIPRange	total	percent
<tsk, tsk -- typo>	000-005	0	0.0%
P. E. & Virgin Is.	000-009	0	0.0%
Massachusetts	010-027	22	0.1%
Rhode Island	020-029	0	0.0%
New Hampshire	030-038	4	0.0%
Maine	030-049	1	0.0%
Vermont	050-059	1	0.0%
Connecticut	060-069	13	0.1%
New Jersey	070-089	22	0.1%
Via Port of New York	090-098	0	0.0%
New York	100-149	32	0.2%
Pennsylvania	150-196	10	0.1%
Delaware	197-199	2	0.0%
District of Columbia	200-205	4	0.0%
Maryland	200-219	5	0.0%
Virginia	220-246	17	0.1%
West Virginia	247-268	0	0.0%
North Carolina	270-289	2	0.0%
South Carolina	290-299	0	0.0%
Georgia	300-319	16	0.1%
Florida	320-339	18	0.1%
Alabama	350-369	5	0.0%
Tennessee	370-385	4	0.0%
Mississippi	380-397	1	0.0%
Kentucky	400-427	0	0.0%
Ohio	430-458	23	0.2%
Indiana	460-479	8	0.1%
Michigan	480-499	22	0.1%
Iowa	500-528	1	0.0%
Wisconsin	530-549	6	0.0%
Minnesota	550-567	6	0.0%
South Dakota	570-577	4	0.0%
North Dakota	580-588	2	0.0%
Montana	590-599	2	0.0%
Illinois	600-629	21	0.1%
Missouri	630-658	10	0.1%
Kansas	660-679	5	0.0%
Nebraska	680-693	3	0.0%
Louisiana	700-714	5	0.0%
Arkansas	710-729	3	0.0%
Oklahoma	730-749	13	0.1%
Texas	750-799	50	0.3%
Colorado	800-816	40	0.3%
Wyoming	820-831	3	0.0%
Idaho	830-838	13	0.1%
Utah	840-847	26	0.2%
Arizona	850-865	38	0.3%
New Mexico	870-884	11	0.1%
Nevada	890-898	67	0.4%
California	900-961	13993	92.7%
Via Pacific Ports	962-966	10	0.1%
Hawaii	967-968	16	0.1%
Pacific Islands	969-969	3	0.0%
Oregon	970-979	61	0.0%
Washington	980-994	88	0.0%
Alaska	990-999	13	0.1%
Canada		67	0.4%
Japan		72	0.5%
other foreign countries		178	1.2%
TOTAL		15092	

6th Faire Registrants Zip-Count Statistics 81-Jun-29

first 3 digits of ZIP	RECORD COUNTS BY SECTIONAL SORTING CENTER ZIP RANGE										total	percent
	x= 0	1	2	3	4	5	6	7	8	9		
00x	0	0	0	0	0	0	0	0	0	0	0	0.0%
01x	0	0	0	0	1	0	0	4	2	1	8	0.1%
02x	0	12	2	0	0	0	0	0	0	0	14	0.1%
03x	2	0	0	0	2	0	0	0	0	0	4	0.0%
04x	0	0	0	0	0	1	0	0	0	0	1	0.0%
05x	0	0	0	0	1	0	0	0	0	0	1	0.0%
06x	0	1	2	0	1	0	1	0	6	2	13	0.1%
07x	4	0	1	0	1	0	1	2	1	3	13	0.1%
08x	4	0	0	3	0	1	0	0	1	0	9	0.1%
09x	0	0	0	0	0	0	0	0	0	0	0	0.0%
10x	10	2	0	0	0	5	0	2	0	0	19	0.1%
11x	0	1	1	1	0	1	0	1	0	0	5	0.0%
12x	0	0	0	0	1	1	0	0	0	0	2	0.0%
13x	0	0	1	0	0	0	1	0	0	0	2	0.0%
14x	0	1	1	0	0	0	2	0	0	0	4	0.0%
15x	0	0	1	0	0	0	0	0	0	0	1	0.0%
16x	0	0	0	0	0	0	0	0	1	0	1	0.0%
17x	0	0	0	0	0	0	1	0	0	0	1	0.0%
18x	0	0	0	0	0	0	0	0	0	2	2	0.0%
19x	3	1	0	0	0	1	0	1	0	1	7	0.0%
20x	4	0	0	0	0	0	1	3	0	0	8	0.1%
21x	0	0	1	0	0	0	0	0	0	0	1	0.0%
22x	2	1	3	4	0	0	0	0	0	0	10	0.1%
23x	0	0	2	0	0	0	2	0	0	0	4	0.0%
24x	0	0	1	0	0	1	1	0	0	0	3	0.0%
25x	0	0	0	0	0	0	0	0	0	0	0	0.0%
26x	0	0	0	0	0	0	0	0	0	0	0	0.0%
27x	0	0	0	0	0	1	0	0	0	0	1	0.0%
28x	0	0	1	0	0	0	0	0	0	0	1	0.0%
29x	0	0	0	0	0	0	0	0	0	0	0	0.0%
30x	3	0	0	10	1	0	1	0	0	0	15	0.1%
31x	0	0	0	1	0	0	0	0	0	0	1	0.0%
32x	1	0	0	2	0	1	0	1	0	0	5	0.0%
33x	1	4	0	2	1	4	0	1	0	0	13	0.1%
34x	1	0	0	0	0	0	0	0	0	0	1	0.0%
35x	0	0	0	0	0	0	0	1	1	1	3	0.0%
36x	0	0	0	0	0	0	2	0	0	0	2	0.0%
37x	0	0	0	0	0	0	0	0	1	0	1	0.0%
38x	0	3	0	0	0	0	0	0	0	0	3	0.0%
39x	0	0	1	0	0	0	0	0	0	0	1	0.0%
40x	0	0	0	0	0	0	0	0	0	0	0	0.0%
41x	0	0	0	0	0	0	0	0	0	0	0	0.0%
42x	0	0	0	0	0	0	0	0	0	0	0	0.0%
43x	1	0	3	0	0	0	0	0	0	0	4	0.0%
44x	6	2	1	0	0	0	1	0	2	0	12	0.1%
45x	1	0	3	1	2	0	0	0	0	0	7	0.0%
46x	1	0	4	1	0	0	0	0	0	0	6	0.0%
47x	0	0	0	0	2	0	0	0	0	0	2	0.0%
48x	3	10	1	0	0	1	0	0	0	0	15	0.1%
49x	3	4	0	0	0	0	0	0	0	0	7	0.0%
50x	0	0	0	1	0	0	0	0	0	0	1	0.0%
51x	0	0	0	0	0	0	0	0	0	0	0	0.0%
52x	0	0	0	0	0	0	0	0	0	0	0	0.0%
53x	2	1	0	0	1	0	0	0	0	1	5	0.0%
54x	0	0	0	0	0	0	1	0	0	0	1	0.0%
55x	1	0	0	2	3	0	0	0	0	0	6	0.0%
56x	0	0	0	0	0	0	0	0	0	0	0	0.0%
57x	1	1	0	0	0	0	1	1	0	0	4	0.0%
58x	0	0	0	0	0	0	0	1	1	0	2	0.0%
59x	0	0	0	0	1	0	0	1	0	0	2	0.0%
60x	5	7	2	0	0	0	3	0	0	0	17	0.1%
61x	0	0	0	0	0	0	0	1	0	0	1	0.0%
62x	1	0	1	0	0	0	0	1	0	0	3	0.0%
63x	0	6	0	2	0	0	0	0	0	0	8	0.1%
64x	0	2	0	0	0	0	0	0	0	0	2	0.0%
65x	0	0	0	0	0	0	0	0	0	0	0	0.0%
66x	0	0	4	0	0	0	1	0	0	0	5	0.0%
67x	0	0	0	0	0	0	0	0	0	0	0	0.0%
68x	0	2	0	0	0	1	0	0	0	0	3	0.0%
69x	0	0	0	0	0	0	0	0	0	0	0	0.0%
70x	0	2	0	0	1	0	0	1	0	0	4	0.0%
71x	0	0	0	0	1	0	0	0	0	2	3	0.0%
72x	0	0	1	0	0	0	0	0	0	0	1	0.0%
73x	2	0	0	0	0	0	0	0	0	0	2	0.0%
74x	1	9	0	0	1	0	0	0	0	0	11	0.1%
75x	4	0	4	0	0	0	1	0	0	0	9	0.1%
76x	1	2	1	0	0	0	0	0	0	0	4	0.0%
77x	14	0	0	0	0	0	0	1	3	0	18	0.1%
78x	0	0	6	1	0	0	1	6	0	0	14	0.1%
79x	0	1	0	0	4	0	0	0	0	0	5	0.0%
80x	7	4	15	2	3	2	1	0	0	1	35	0.2%
81x	2	0	0	2	0	0	1	0	0	0	5	0.0%
82x	2	0	0	0	0	0	1	0	0	0	3	0.0%
83x	0	0	3	2	2	0	0	2	4	0	13	0.1%
84x	2	10	0	9	0	1	4	0	0	0	26	0.2%
85x	12	3	11	1	0	1	3	2	0	0	33	0.2%
86x	2	0	0	1	1	1	0	0	0	0	5	0.0%
87x	0	7	0	0	1	2	0	0	0	0	10	0.1%
88x	0	0	0	1	0	0	0	0	0	0	1	0.0%
89x	1	11	0	0	13	33	0	8	1	0	67	0.4%
90x	93	0	64	5	14	13	17	14	13	0	233	1.5%
91x	16	18	9	76	16	5	12	53	0	0	205	1.4%
92x	31	51	5	17	5	7	56	30	13	0	215	1.4%
93x	32	33	21	17	69	17	24	66	0	155	434	2.8%
94x	2225	1921	2	565	214	2148	596	670	142	743	9226	61.1%
95x	1243	1152	94	232	277	43	259	26	209	121	3656	24.2%
96x	19	5	0	2	1	1	6	8	8	3	53	0.4%
97x	14	4	26	19	10	17	0	1	0	0	91	0.6%
98x	17	29	9	9	3	5	6	0	0	2	80	0.5%
99x	4	2	0	1	1	11	0	0	1	1	21	0.1%
foreign									Canada		67	0.4%
foreign									Japan		72	0.5%
foreign									non-Canada & non-Japan		178	1.2%
									TOTAL		15093	

FAIRE WORD

The Computer Faire
333 Swett Road
Woodside, CA 94062
(415) 851-7075

U.S. Postage Paid
Bulk Rate Permit
2196
San Jose CA

Included in this issue:
Color Ads in Yellow Pages
Sears Computer Stores
Tax-Free Bonds for High-Tech
Faire Registrant List Available
and more!

[
[
Nelson, Theodor H.
Box 128
Swarthmore PA 19081

[m714]

SAN JOSE INVITES HIGH-TECH INDUSTRY TO SILICON VALLEY

The controversy over Japanese competition in Silicon Gulch and Japanese balance of payments has acquired a new dimension. Local government is recruiting Japanese manufacturers, encouraging them to move into Santa Clara County.

With cooperation from the San Jose Metropolitan Chamber of Commerce, and encouragement from the San Jose Mayor's office, Jay Hyde says his San Diego publishing company, Mark 8 Enterprises, is about to print and distribute 10,000 copies of a Japanese language promotional piece that stresses the advantages of Santa Clara County as a locale for Japanese high-technology.

According to Hyde, Mark 8 Enterprises was invited by the Chamber of Commerce to produce the promotional piece because of earlier success with a similar Japanese-language promotional piece produced for the San Diego area.

Distribution to Japanese high-technology industries is planned via the U.S. Embassy in Tokyo, U.S. Travel Service, the top 40 U.S. travel agencies, and Japanese banks.

Copies will also be available from the San Jose Chamber of Commerce and the San Jose Mayor's office.

The idea was originally conceived by Don Steinbeck, General Manager of Olympus Corporation's fibroscope camera repair facility, located in the Santa Clara Valley.

Steinbeck says he thought of the idea after receiving many inquiries from

Japanese industrialist about Silicon Valley and its attractions. These took up much more of his time that could be used more productively for his employer—a large Japanese camera manufacturer.

Steinbeck says he proposed the idea of a Japanese-language brochure to the World Trade Development section of the San Jose Metropolitan Chamber of Commerce.

Prepared in magazine format, the annual Mark 8 publication will be called "Heart of Silicon Valley". It will contain editorial copy about Santa Clara County, as well as advertising from local companies.

by Mitch Strucinski

Cryptography

A Stanford University code expert has become the first university scientist to accept a grant from the National Security Agency (NSA) for engineering and mathematical research relating to cryptography.

According to an article in *The Stanford Observer*, the grant of \$93,772 for the first of 3 years, was given to Martin E. Hellman and John T. Gill III, both Information Science professors in the Electrical Engineering Department at Stanford.

Prior attempts by NSA to fund university research had been rejected by the researchers due to potential problems with national security interests. NSA feared unwitting publication of harmful information and the researchers feared legal action and restraint on academic publication.

TAX FREE BONDS ...

(continued from front page)

\$7 billion of small-issue (less than \$10 million per issue) IDBs were sold in 1980.

NOT ALL CONGRESSMEN FAVOR MOVE

Although some members of Congress are optimistic the proposed increase will pass, not all favor the move. Jim Jaffe, spokesman for the House Ways and Means Committee, expresses concern about the logic of giving tax breaks to companies that already have access to the capital markets.

Also opposing the increase is the Treasury, which wants to keep tight limits on a community's power to issue bonds not backed by its full taxing power.

Implicit in the Treasury's view is the idea that IDBs deprive the federal government of tax revenues associated with tax-exempt bonds, tax credits or accelerated depreciation. Other government critics feel the program has become a free-for-all, drastically shifting its focus from industrial development.

"We understand shopping centers in the country are financed through industrial revenue bonds," says John M. Samuels, a CBO tax legislation counsel. "McDonald's, doctors' offices, and a lot of other things we don't think merit tax-free bonding are getting it," he says. Another tax analyst states an IDB was used to finance a massage parlor.

GREGURAS DISAGREES

Greguras argues that the government should be less concerned with possible revenue losses. Instead, it should focus on the overall economic impact of tax reducing incentives. In the absence of a clear-cut, workable program of federal subsidies for the threatened U.S. high technology industries, Greguras says, IDBs offer a readily-available, limited and temporary fix.

For more information: Fred M. Greguras; c/o Kutak, Rock & Huie; The Omaha Building; Omaha NB 68102.